What is claimed is:

1. A method for transmitting broadcast messages for receipt by specific recipients in a network, said network having multiple interim processing points, comprising the steps of:

generating a broadcast message;

encasing the broadcast message in a message envelope for directing the broadcast message to a specific interim processing point;

transmitting the message envelope containing the broadcast message from the message source to the specific interim processing point;

stripping the message envelope from the broadcast message; and

forwarding the broadcast message from the specific interim processing point to recipients associated with the specific interim processing point.

2. A method in accordance with claim 1, wherein:

the interim processing points comprise network nodes; and

the recipients comprise client devices.

3. A method in accordance with claim 1, wherein the message envelope includes a header containing an address for the specific interim processing point.

4. A method in accordance with claim 1, wherein:

the message source comprises a national control for a television system having multiple headends;

the interim processing points comprise television system headends; and

the recipients comprise set-top terminals.

5. A method in accordance with claim 4, wherein:

the broadcast message contains pre-configuration information for said set-top terminals.

6. A method in accordance with claim 5, wherein:

said pre-configuration information allows said set-top terminals to acquire at least one of configuration information, platform layer information, control channel information, application information, authorization information, and system information.

7. A method in accordance with claim 4, wherein the television system comprises one of a satellite television system, a cable television system, or a combination satellite and cable television system.

8. A method in accordance with claim 4, wherein the message envelope includes a header containing the address for the specific headend.

9. A method in accordance with claim 1, wherein the message envelope is stripped from the broadcast message by a filter.

10. A system for transmitting broadcast messages for receipt by specific recipients in a network, said network having multiple interim processing points, comprising:

a first processor at a message source for generating a broadcast message and encasing the broadcast message in a message envelope, wherein the message envelope associates the broadcast message with a specific interim processing point;

a first transmitter at the message source for transmitting the message envelope containing the broadcast message over the network;

a receiver at each interim processing point for receiving the message envelope containing the broadcast message if the message envelope is associated with that specific interim processing point;

a second processor at each interim processing point for stripping message envelopes associated therewith from the broadcast messages; and

a second transmitter at each interim processing point for forwarding broadcast messages stripped at that processing point to recipients associated with the specific interim processing point.

11. A system in accordance with claim 10, wherein:

the interim processing points comprise network nodes; and

the recipients comprise client devices.

12. A system in accordance with claim 10, wherein the message envelope includes a header containing an address for the specific interim processing point.

13. A system in accordance with claim 10, wherein:

the message source comprises a national control for a television system having multiple headends;

the interim processing points comprise television system headends; and

the recipients comprise set-top terminals.

14. A system in accordance with claim 13, wherein:

the broadcast message contains pre-configuration information for said set-top terminals.

15. A system in accordance with claim 14, wherein:

said pre-configuration information allows said set-top terminals to acquire at least one of configuration information, platform layer information, control channel

information, application information, authorization information, and system information.

16. A system in accordance with claim 13, wherein the television system comprises one of a satellite television system, a cable television system, or a combination satellite and cable television system.

17. A system in accordance with claim 13, wherein the message envelope includes a header containing the address for the specific headend.

18. A system in accordance with claim 10, wherein the message envelope is stripped from the broadcast message by a filter.